

## **ABSTRACT**

A system and method for evaluating the performance of a first at least one of a plurality of outlets is provided. The system includes a computer system configured to execute a data access application, wherein the data access application includes a plurality of user accounts, wherein each of the plurality of user accounts includes a user group, and wherein a second at least one of the plurality of outlets is associated with the user group. The system also including a data storage device configured to store market measures from a portion of the plurality of outlets and industry-standard market measures, wherein the data access application allows a user to access the industry-standard market measures and data associated with the outlets associated with the user group of user's user account.